

SUPPLEMENT TO CONTRACT FOR
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO. 408754

1. THE NAME OF THE CANDIDATE IS: Carlos Gimenez
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF Miami Dade County ⁱⁿ mayor
the ☐ Primary Election, ☒ General Election, or ☐ Special Election.
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS
Carlos Gimenez Campaign
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS
Tom McDonald
5. THE CONTACT PERSON FOR THE PURCHASER IS:
Tere Gutierrez
Name
3733 SW 149th Ave Miami FL 33185
Address
786.255.6317
Phone Number
6. THE TOP OFFICERS* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:
Tom McDonald

* The Treasurer is often the only top officer of a Candidate Committee.

ORDER



WPLG, INC.

Sara Reynolds-Political

MIA

LOC

Orders
Order / Rev: 408754
Alt Order #:
Product Desc:
Estimate:
Flight Dates: 10/13/16 - 10/16/16
Original Date / Rev: 10/11/16 / 10/12/16
Order Type: GENERAL

Primary AE:

Sales Office:

Sales Region:

Agency
Name: G Media Group, The
Buying Contact: Tere Gutierrez
Billing Contact:
 3733 SW 149th Avenue
 Miami, FL 33185

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

Calendar

EOM/EOC

15%

Advertiser
Name: POL/Carlos Gimenez Mayor
Demographic: A25-54
Product Codes: PL-Local-Political
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Unit Code:

00:15:00

General

Bill Plan

Totals

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/16	10/16/16	9	\$12,300.00	\$10,455.00

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	9	\$12,300.00	\$10,455.00	0.00
Totals	9	\$12,300.00	\$10,455.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Sara Reynolds-Political			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WPLG	10/13/16	10/14/16	M-F 10-11a Live/Kelly 9/12	CM	10-11a	---11--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	---11--					2	\$700.00		0.00			
N 2	WPLG	10/13/16	10/14/16	M-F 11a The View	CM	11-12n	---11--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	---11--					2	\$600.00		0.00			
N 3	WPLG	10/13/16	10/14/16	M-F 6p LCL News	CM	6-630pm	---11--	:30	2	\$1,900.00	P-2	0.00	NM	2	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	---11--					2	\$1,900.00		0.00			
N 4	WPLG	10/13/16	10/14/16	M-F 11-1135P	CM	11-1135P	---11--	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	---11--					2	\$2,500.00		0.00			
N 5	WPLG	10/16/16	10/16/16	9a-Sun LCL 10 News	CM	9-1030am	-----1	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----1					1	\$900.00		0.00			
Totals														9	\$12,300.00